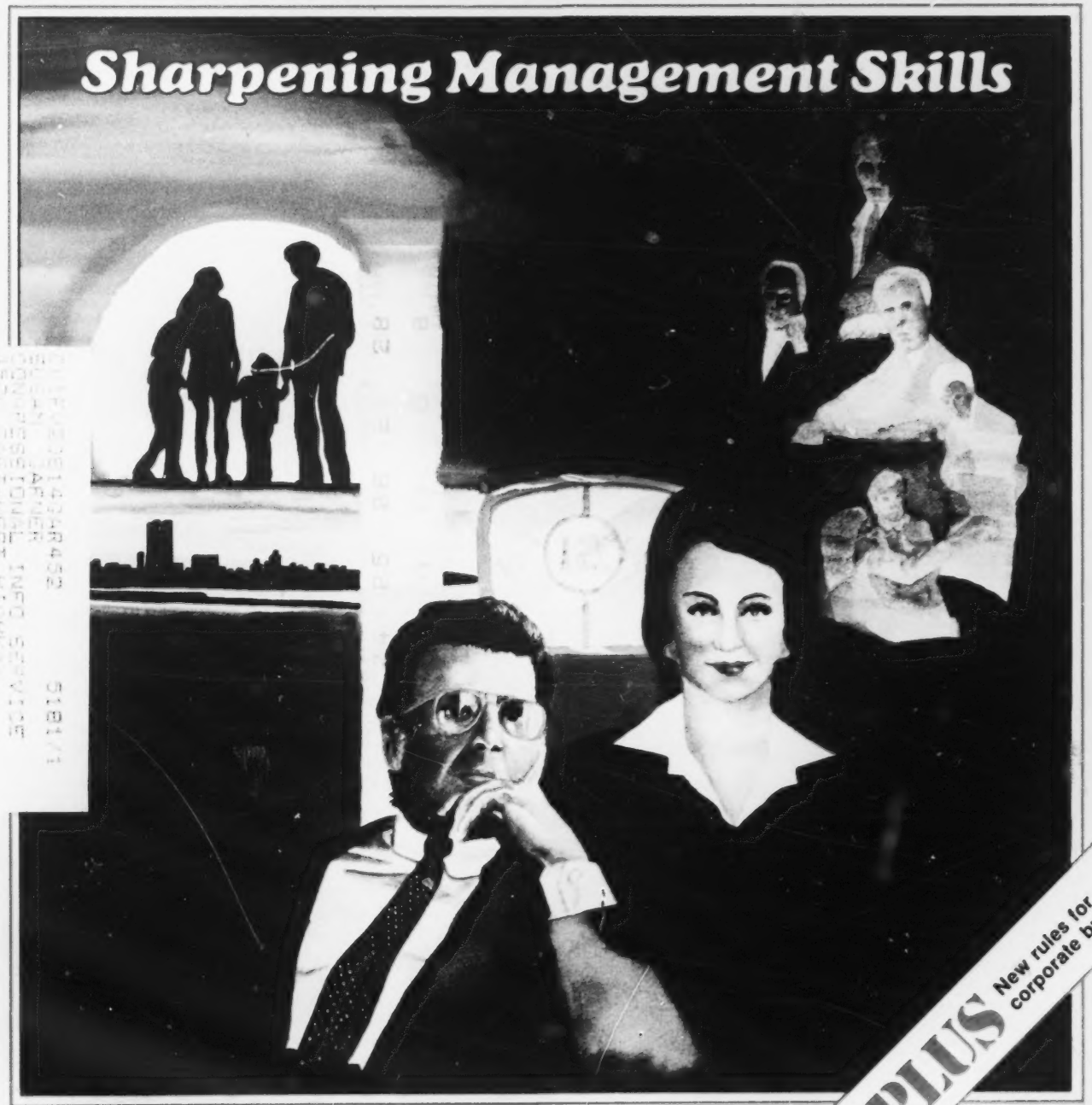
- Snags loom in NCTA-cities dereg compromise
- ESPN to go DBS on United Satellite bird
- SNC president delivers eulogy as service departs
- Disney Channel unveils new marketing strategies

C8920-2 11/2/83

CableVision™

The news and features weekly of the cable television industry November 7, 1983 $3.00



CableVision November 7, 1983. Volume 9, Number 10

Between the lines/5
CableScope/11
Newswire/12
Update/15
Leading the week/17
Programming/24
Marketing/30
CableVision Plus/35
Business/59
Government & law/64
Technology/68
Events/72
People/73
Classifieds/74
Advertisers' index/77
From New York/81
Cable stats/82
Parting words/86

TITSCH COMMUNICATIONS, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul Fitz-Patrick; *Vice President, Editorial,* Patrick Gushman; *Chief Financial Officer,* Michael Borer; *Director of Operations,* Joyce Hemmen; **EDITORIAL OFFICES: New York:** *Editor,* Jay Rubin; *News and Features Editor,* Victor Livingston; *Associate Editors,* Cecilia Capuzzi, Sally Russell; *Manager, Editorial Services,* Simon Applebaum; *CV Reviews,* Robert DiMatteo; **Denver:** *Managing Editor,* Wayne H. Lasley; *Associate Managing Editor,* Frank Hogan; *Managing Editor, CableVision Plus,* Madeline Hardart; *Assistant Editor,* Constance Warren; **Washington, D.C.:** *Reporter,* Brian Bremner; *Cable Statistical Editors,* Paula Caffey, Shawn Cantrell; Mira Dabrowski, Maribeth Thelen; **Los Angeles:** *Bureau Chief,* Eric Taub; **PRODUCTION:** *Production Director,* Carol Rush; *Art Director,* Brad Hamilton; *Artists,* Nanette Campbell, Earl V. DeWald, Sheri Michaelson, Yashpal Singh, Shari Wajda; **ADVERTISING: Denver:** *Publisher,* Peter Evanow; *National Sales Manager,* Cathy Lynn Wilson; *Account Executives,* Donna Briggs, Lawrence P. Dameron III, Marcia Larson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Laura Kinkead; *Circulation Director,* James Stein; *Assistant Circulation Director,* Mona Veatch; *Traffic Manager,* Kathy Berlin; **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or-P.O. Box 5727-TA, Denver, Colorado 80217, (303) 295-0900 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 101 Park Avenue, Fourth Floor, New York, New York 10178, (212) 661-7410 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

Titsch Communications, Inc., 1983. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of January 2, 1984, by Titsch Communications, Inc., 2500 Curtis Street, Suite 200, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217-5727. November 7, 1983. Volume 9, Number 10. Subscription price: 1 year, $64.00; 2 years, $115.00; 3 years, $154.00. Outside USA: 1 yr.-$124; 2 yrs.-$205; 3 yrs.-$274. PREPAYMENT IN U.S. FUNDS ONLY. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5727-TA, Denver, Colorado, 80217-5727.

Member of the Business Publication Audit of Circulation ABP VBPA

Wirth bill criticized

Wirth bill receives substantial criticism in letters from the National League of Cities and the U.S. Conference of Mayors. **Leading the week, pages 17-22.**

Telco building Wis. system

Wisconsin Telephone plans to build the cable system in Brookfield, Wis., and lease channels to MSO TeleNational Communications, the company that's been selected to provide the town with cable service. **Leading the week, pages 17-22.**

ESPN going DBS

ESPN President Bill Grimes says his sports network has made a tentative agreement to go DBS via United Satellite Communications Inc., which plans to launch this month. **Leading the week, pages 17-22.**

Third-quarter gains

Times Mirror leads a group of MSOs reporting third-quarter net income and earning gains last week. Also reporting: Heritage, Maclean Hunter, Centel and Multimedia. Hardware supplier results are in from Scientific-Atlanta, C-COR and Pico. **Leading the week, pages 17-22.**

District court ruling

U.S. District Court judge rules that cable TV is to be included in the Communications Act of 1934 section concerning protection of radio communication. **Leading the week, pages 17-22.**

Postmortem musing

SNC former president contends with widely held view that network's downfall was largely attributable to its failure to differentiate itself from Turner's news enterprises; other factors cited as responsible for SNC's demise. **Page 24.**

Disney Channel accelerates

The Disney Channel has begun a marketing plan that incorporates national and local promotion and a birthday package to promote the service. **Page 30.**

Ranks are swelling

The latest Arbitron report shows U.S. cable penetration rose 2.5 percent from July estimate. **Page 30.**

Trade you this for that

In an unprecedented move, New York City's director of franchises attempts to strike a bargain with cable operators: free basic universal service for lifting of city's 5 percent franchise fee. **Page 59.**

Charting Time stock

Rothschild, Unterberg, Towbin remove Time Inc. from buy list; cite fall of *TV-Cable Week* and declining earnings growth in video as reasons behind its decision; some financial analysts label firm's action as "overreaction." **Page 61.**

International copyright bill

The international copyright bill, S. 736, is bandied about before Senate subcommittee, NTIA opposes bill on grounds that it uses "faulty" means to achieve its goals. **Page 64.**

WTBS takes on another role

WTBS' role expands as Southern Satellite Systems proposes to use signal's vertical blanking interval to convey messages from programmers to operators. **Page 68.**

About the cover

This week's *CableVision Plus* takes a look at what's being done to improve management skills. Cover by Rideout.

This week in PLUS

The management training program is growing in popularity among MSOs. Now that the post-franchise concentration is on efficiency in the main office, operators need to make sure that their managers are well-trained and well-versed. Too often, they say, managers were promoted quickly and aren't familiar enough with the functions they're assumed to be able to perform. . . Next, *Plus* attended a day-long seminar sponsored by Women In Cable that dealt with women's roles in the industry. While cable has generally allowed women to advance more easily than other industries, most women managers still find a number of roadblocks. The seminar gave suggestions on how best to overcome these and how best to combine life at work with life outside of work. **Pages 35-58.**

Disney Channel accelerates

Five separate elements are key to service's marketing effort, including Christmas promo, launch kits and party package

THE DISNEY CHANNEL CHRISTMAS PROMOTION!
THE DISNEY CHANNEL PREVIEW KIT.
ONE OF THE FASTEST WAYS TO INCREASE YOUR SUBSCRIBER BASE.

BURBANK, Calif.—The Disney Channel has begun a year-end marketing push, to continue into 1984. It will concentrate on both local and national promotion of the service. Five key marketing programs will be emphasized: an on-going birthday party package promotion; a *Disney Channel Magazine* fall promotion; free preview and launch kits; appearances by Disney costume characters; and a special Christmas promotion.

The birthday party package will be offered at cost to the system operator who will turn it over to interested subscribers either at cost or as a "pass through" item. According to Neill Woodruff, marketing director for The Disney Channel, and Mark Zoradi, marketing manager, the birthday party package consists of about 70 party favors emblazoned with Disney characters and references to the channel. Woodruff and Zoradi hope the party favors will encourage kids to request the service from parents. The birthday party promotion will be on-going, and available to operators in January.

The fall magazine promotion is in progress and will continue through Nov. 15. So far, seven issues of *The Disney Channel Magazine* have gone out, with the eighth just about to be mailed. Service officials describe the magazine as a "key element in its turnkey subscriber acquisition campaign." Woodruff said he envisions the magazine as a "retention device," and something that both parents and children will read.

The service advertised the 32-page magazine in the September and October issues of major cable guides and offered a free copy of the magazine to readers. The channel also placed ads in selected regional editions of *TV Guide*. Affiliates who want to participate can get free bill stuffers and newspaper ads from The Disney Channel's marketing department.

As incentive for new subscribers to sign on before Nov. 15, the service is offering Disney Channel pitchers with four tumblers as a free gift. When the channel receives and tabulates the magazine requests, it forwards sales leads to the systems for follow-up. The system covers the cost of the magazines in subscriber's fees.

The preview and launch kits lay out media strategies that can be used by the system operators for promoting the service. The kits are also "turnkey" programs, according to Woodruff, because the channel assumes the burden of planning and making the promotional materials available to the systems. He added that the preview kit is a powerful marketing tool containing newspaper ads, bill stuffers, radio and TV spots and a checklist to assist the operator in generating interest for a three-day free preview of the channel.

The launch kit is provided to new operators carrying The Disney Channel and is a step-by-step guide for successfully launching the pay service. The launch kit is divided into three sections: "Before Launch," "Launch Day," and "After Launch." The launch schedule work-sheet aids the system operator in coordinating all aspects of the media campaign, and outlines publicity events.

Appearances by Disney characters also will be increased in an effort to create "consumer publicity," according to Zoradi. These appearances—at hospitals, orphanages, shopping malls and special "Disney Channel Days"—will happen at about 450 locations around the country in the next 12 months, according to Woodruff. The service estimates the productions could reach a half-million people.

The Christmas promotion begins Nov. 15 and lasts through Christmas day. The campaign will center on promoting the channel as the perfect family Christmas gift. The channel will provide bill stuffers, post cards, posters, customer service rep cards and newspaper ad slicks. It also is making available an optional Mickey Mouse plush doll premium. Total cost of the doll is $7. The pay service will pick up half of the cost and the system must cover the other $3.50. The stuffed toy is mailed directly from The Disney Channel to the new Christmas season subscribers. "We tried to organize this so that the operator has as little hassle as possible," said Zoradi. The system operator fills out the order forms and returns them to the channel.

The Disney Channel also has co-op funds available to system operators and picks up 50 percent of the ad costs.

The channel hopes to add about 75,000 to 100,000 subscribers as a result of the Christmas promotion. So far, 1,000 systems have signed on.

"It's to our advantage to generate these programs for operators," said Woodruff. "Anytime you can add new subscribers or generate more revenue for operators, the service as well as the operators benefit."

—Cecilia Capuzzi

Ranks are swelling

Arbitron figures indicate cable's numbers have jumped 2.5 percentage points since July estimates

NEW YORK—Arbitron's U.S. cable penetration estimate rose to 37.5 percent, or 31,461,900 households, from its July estimate of 35 percent or 29,036,000 households, the ratings company announced.

Arbitron used responses received from diary-keepers in 400,000 households and averaged data from four past sweeps (November 1982; February, May and July 1983). More recent sweeps were given greater weight.

Of the 15 largest ADIs, only Pittsburgh has cable penetration estimated at more than 50 percent. Generally, larger markets in the northern United States have the lowest penetration, with smaller California and Texas cities garnering the highest.

Top 15 ADI cable penetration estimates

New York	28%	Dallas-Ft. Worth	28%
Los Angeles	24%	Houston	37%
Chicago	17%	Cleveland	38%
Philadelphia	39%	Pittsburgh	55%
San Francisco	43%	Miami	35%
Boston	28%	Minneaspolis-St. Paul	12%
Detroit	20%	Seattle-Tacoma	42%
Washington	18%		

Markets with highest penetration

San Angelo, Texas	86%
Laredo, Texas	83%
Palm Springs, Calif.	82%
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	80%

Markets with lowest penetration

Minneapolis-St. Paul	12%
Las Vegas	15%
Chicago	17%
Washington, D.C.	18%

Film product comparison—November

Film	Pay Networks					Distributor
A Clockwork Orange			TMC*			Warner Bros.
Across the Great Divide			TMC	(HTN)		Simcom
The Adventures of Sherlock Holmes		TMC				20th Century-Fox
Adventures of the Wilderness Family		ST	(TMC)			Simcom
Alone in the Dark		ST	TMC			Viacom
Amber Waves					C	HBO
Anna to the Infinite Power	HBO	(ST)	(TMC)			Film Gallery
An Officer and a Gentleman	HBO	ST	TMC			Paramount
A Song is Born					C	Samuel Goldwyn Co.
The Asphalt Jungle		ST				MGM/UA
Attack of the Killer Tomatoes			TMC			Four Square Prod.
Au Pair Girls		ST*				AIP Video
The Avenging			TMC			Comworld
Barefoot in Athens				HTN		Enter-Tel
Beach Girls		(ST)	(TMC)		C*	Crown International
The Best Years of Our Lives	ST				C	Samuel Goldwyn Co.
The Betsy		(ST)			C*	Lorimar
The Bitch		ST				Telepictures
Black Out					C	New World
Body and Soul		(ST)	(TMC)		C	Viacom
The Border		ST	TMC			Universal
The Brain from Planet Arous			TMC			Howco International
The Browning Version					C*	Janus
Buddy Buddy	HBO	(ST)	TMC		(C)	MGM/UA
Casey's Shadow					C*	Columbia
Chanel Solitaire			TMC			United Film
Cheech and Chong's Nice Dreams		(ST)	TMC		(C)	Columbia
The Chosen	HBO	ST	TMC	HTN		20th Century-Fox
Clash of the Titans	(HBO)	(ST)	(TMC)	(HTN)	C	MGM/UA
Cluny Brown			TMC			20th Century-Fox
The Coming			TMC			Universal
Confessions of a Window Cleaner		ST				Columbia
Conquest of the Earth				HTN		Universal
Conspirators		ST				MGM/UA
Dance of the Dwarfs	(HBO)		TMC			Peter Stauss
Das Boot/The Boat	HBO	(ST)			(C)	Columbia
Day of the Triffids			TMC*			A. Greenfield
The Day the Earth Stood Still			TMC			20th Century-Fox
Deathship	HBO					HBO
Deathwish II	(HBO)				C	Orion
The Deep				(HTN)	C*	Columbia
The Diary of Richie Brockelman				HTN		Universal
Do Me a Favor, Don't Vote for My Mom	HBO					Film Gallery

Paul Newman as an attorney in a scene from 'The Verdict.'

Don't Cry, It's Only Thunder			TMC	HTN*	(C)	Sanrio
Dragonslayer	HBO	ST	(TMC)			Paramount
Dr. Strange				HTN		Universal
East Side, West Side		ST				MGM/UA
Edge of the City		ST				MGM/UA
Endless Love	(HBO)				C	Polygram
Enigma	HBO		TMC			Film Gallery
Enter the Ninja		ST	(TMC)		(C)	Viacom
Fastest Gun Alive		ST				MGM/UA
Father of the Bride			TMC			MGM/UA
Final Assignment			TMC			RKO/Century
Firefox	HBO*		(TMC)	HTN*		Warner Bros.
First Blood	HBO*					Orion
First Love	HBO					Paramount

Film	Pay Networks					Distributor
The First Time	HBO					Film Gallery
Five Days One Summer	(HBO)	ST*	TMC*	(HTN)		Warner Bros.
Force Five	HBO	ST				Viacom
Forever Emmanuelle		ST				Rumson Films
The French Lieutenant's Woman		ST*	TMC*		C*	MGM/UA
Full Moon High			TMC			Orion
Gallipoli	HBO			HTN*		Paramount
The Gambler		ST				Viacom
Get Rita				HTN		K-Pay
Gideon's Trumpet			TMC		(C)	Worldvision
The Girl Can't Help It			TMC	(HTN)		20th Century-Fox
Gizmo		ST			(C)	Film Gallery
Glacier Fox	HBO*					Samuel Goldywn Co.
The Glass Menagerie				HTN		Warner Bros.
The Godfather		ST	TMC*		(C)	Paramount
The Godfather II		ST	(TMC)		C	Paramount
Goodbye Emmanuelle		ST				Miramax
Gray Lady Down		(ST)			C	Universal
Gregory's Girl	(HBO)	(ST)	(TMC)		C	Samuel Goldwyn Co.
Guys and Dolls		(ST)			C	Samuel Goldwyn Co.
Halloween III: Season of the Witch	(HBO)	(ST)	TMC*			Universal
Halls of Montezuma				(HTN)	C*	20th Century-Fox
Hanky Panky	(HBO)			(HTN)	C*	Columbia
Hanover Street					C	Columbia
Happy as the Grass was Green				HTN		Castle Hill
Heavy Metal	(HBO)				C	Columbia
Hell Night		ST*	(TMC)			Compass
Hello Frisco Hello				HTN		20th Century-Fox
Hollywood Knights					C*	Columbia
The Holt Terror				HTN		Enter-Tel
Homework		ST*	(TMC)			Universal
Honky Tonk Man	HBO	ST	TMC	HTN		Warner Bros.
The Horizontal Lieutenant		ST				MGM/UA
The Hound of the Baskervilles	HBO	ST	TMC			Atlantic Releasing
Hugo and Josephine	HBO*					Warner Bros.
Island of Adventure					C	Samuel Goldwyn Co.
The Island of Dr. Moreau			TMC			American International
It Came From Hollywood	HBO*	(ST)	TMC*			Paramount
I Wonder Who's Killing Her Now					C	Lorimar
The Jericho Mile					C	ABC
Jesse James				HTN		20th Century-Fox
Jinxed	(HBO)	ST*	TMC*			MGM/UA
Kenny Rogers as the Gambler					C	Viacom
Kentucky Fried Movie		ST*	TMC*		C*	United Film
The Kid From Brooklyn		(ST)			C	Samuel Goldwyn Co.
The Kidnapping of the President					C	Viacom
The Killing of Randy Webster	HBO					Viacom
The Killing of Sister George					C	Viacom
Klondike Fever	HBO					HBO
Ladies and Gentlemen: The Fabulous Stains			TMC			Paramount
The Last Time I Saw Paris		ST				MGM/UA
The Last Unicorn	HBO		TMC			ITC
Liar's Moon					C*	Crown International
Lion of the Desert					C*	Magnum
The Loneliness of the Long Distance Runner			TMC	(HTN)		Warner Bros.
Lost Horizon					C*	Columbia
Love at First Bite		ST			C	Viacom
Love Child	HBO*		TMC*			Warner Bros.
Lucky Lady			TMC*		(C)	20th Century-Fox
The Magic Flute				HTN		Castle Hill
Making Love	HBO	(ST)	TMC			20th Century-Fox
Make Me an Offer					C*	ABC
Mayflower: The Pilgrim's Adventure					C	HBO
Megaforce		HBO			(C)	HBO
Missing	(HBO)		TMC	(HTN)		Universal
Misty					C	UPA
Modern Problems	HBO	ST	TMC	(HTN)		20th Century-Fox
Mondo Cane					C	Janus
Monsignor	HBO	ST	TMC			20th Century-Fox
Moonshine County Express			(TMC)		C*	Viacom
Moscow Doesn't Believe in Tears			(TMC)	HTN		IFEX Film
My Favorite Year	(HBO)	(ST)	(TMC)	HTN	(C)	MGM/UA
National Lampoon's Movie Madness	HBO					MGM/UA
Naughty Wives		ST				Swank
The Next One			(TMC)	HTN		Wescom
Night Rider				HTN		Universal

Cable stats

Film	Pay Networks					Distributor
Night Warning			TMC			ComWorld
Nine Hours to Rama				HTN	C	20th Century-Fox
No Time for Sergeants				HTN		Enter-Tel
Oh, You Beautiful Doll				HTN		20th Century-Fox
Oliver				HTN	C	Columbia
One Dark Night			TMC			Comworld
Poltergeist	(HBO)	(ST)	(TMC)		C	MGM/UA
Pride of the Yankees		ST*			C*	Samuel Goldwyn Co
Quartet					C	Janus
Rabid		ST*				Viacom
Richard Pryor Live on the Sunset Strip	(HBO)				C	Columbia
Riding With Death				HTN		Universal
Right of Way	HBO					HBO
Rocky III	HBO		(TMC)			MGM/UA
Run, Rebecca, Run		ST*				Satori
The Salamander				HTN*		AFD
Secret Fantasies		ST				Film Ventures
The Secret Life of Walter Mitty		ST	TMC		C	Samuel Goldwyn Co
The Secret Policemen's Other Ball					C*	20th Century-Fox
The Seduction					C	Embassy
The Sender	(HBO)	ST*	(TMC)			Paramount
The Sensuous Nurse					C	Castle Hill
Seven Beauties					C	RKO
Sex With the Stars					C*	Film Gallery
Sherlock Holmes and the Pearl of Death			TMC			Universal
Sherlock Holmes and the Spider Woman			TMC			Universal
The Shootist		ST				Paramount
Silent Rage					C	Columbia
Six Pack					C	20th Century-Fox
The Slams					C	MGM/UA
Sooner or Later			TMC		(C)	Viacom
Sounder		(ST)	(TMC)		C	UPA
Southern Comfort		(ST)*			C	Atlantic Releasing
Spetters		ST*				Samuel Goldwyn Co
Spirit of the Wind		ST		(HTN)		Atlantic Releasing
Split Image					C	Polygram
Still of the Night	HBO	ST	TMC	HTN		MGM/UA
Streetcar Named Desire					C	MGM/UA
The Stud		ST*				Telepictures
The Stunt Man					C	Viacom
Superchick		ST				Crown International
Super Fuzz					C	Embassy
Superman II	HBO*	ST*	(TMC)	HTN*		Warner Bros
Swamp Thing					C	Embassy

Film	Pay Networks					Distributor
Taps		ST	TMC	(HTN)		20th Century-Fox
Teleton			TMC		C	MGM/UA
Tell Me a Riddle	HBO					Film Gallery
Thank You All Very Much					C	Columbia
Thunderbirds 2086 Thunderbolt		ST				ITC
Time Bandits	(HBO)	ST				Euroatlantic
Timewalker			(TMC)	HTN		Wescom
Tin Pan Alley				HTN		20th Century-Fox
To Race the Wind		ST	(TMC)			Viacom
The Toy	(HBO)	(ST)	(TMC)	(HTN)	C*	Columbia
Trail of the Pink Panther	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
Treasures of the Snow		ST				Turner Program Services
The Twelve Chairs					C	Wrightwood
Ugh: A Music War			TMC			Lorimar
Usual Cars					C*	Columbia
The Verdict	HBO	ST	TMC			20th Century-Fox
Victor/Victoria	(HBO)		TMC	HTN		MGM/UA
Virus			(TMC)	HTN		Broadwood Productions
Waltz Across Texas	(HBO)	ST*	(TMC)			Atlantic Releasing
What a Way To Go			TMC			20th Century-Fox
Whistle Stop				HTN		Warner Bros
Whose Life is it Anyway?	(HBO)				C	MGM/UA
The Wild Pony		ST	TMC			Sy Fischer
The World According to Garp	(HBO)	ST*	(TMC)			Warner Bros
Young Doctors in Love	(HBO)	(ST)	(TMC)		C*	ABC
Z					C	Almi Group

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in June, July, August, September, October and/or November.

■ An asterisk following a network indicates the film is a carry-over from June, July, August, September, October and/or November.

■ In total, 203 films appear on the November schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months (June-November 1983), three films—"Clash of the Titans," "My Favorite Year," and "The Toy"—played on all five services. Eleven films appeared on four of the five networks, 29 on three and 47 on two networks. One-hundred three films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 23, followed by 20th Century-Fox with 20 and Columbia with 17.

■ "An Officer and a Gentlemen," starring Richard Gere, Debra Winger and Oscar winner Louis Gosset Jr., is featured on the program guides of HBO, HBO/Cinemax, The Movie Channel, and Showtime. Meryl Streep in "Still of the Night" appears on both TMC's and HTN's guides. The Oscar nominated film, "The Verdict," is featured on both the covers of HBO/Cinemax and Showtime. Also appearing on Showtime and The Movie Channel's guides are Clint Eastwood in "Honky Tonk Man" and "Faerie Tale Theater's Little Red Riding Hood."

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.[1]	2,500,000
2.	American Television and Communications Corp.	2,248,525 (6/83)
3.	Group W Cable	1,812,000 (7/83)
4.	Cox Cable Communications Inc.	1,400,000
5.	Warner Amex Cable Communications Inc.	1,340,294 (7/83)
6.	Storer Cable Communications	1,288,873 (7/83)
7.	Times Mirror Cable Television Inc.	844,600 (6/83)
8.	Newhouse Broadcasting[2]	751,625 (6/83)
9.	Continental Cablevision	696,000 (8/83)
10.	Viacom Cablevision	692,981
11.	United Cable Television Corp.	579,000 (6/83)
12.	Sammons Communications Inc.	554,488 (7/83)
13.	Rogers Cablesystems Inc.	461,899 (8/83)
14.	TeleCable Corp.	380,400 (7/83)
15.	Cablevision Systems Development	360,000
16.	Heritage Communications	342,377 (6/83)
17.	Capital Cities Cable Inc.	335,800 (6/83)
18.	UA Cablesystems Corp.	327,000
19.	General Electric Cablevision	314,000
20.	Comcast Cable Communications	304,000 (6/83)

Subscriber counts are as of 9/83 unless noted otherwise.
[1]Number is an estimate.
[2]Includes MetroVision, NewChannels, Vision Cable.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	225,000	(7/83)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	
3.	Houston, Texas	Warner Amex	184,900	(7/83)
4.	Manhattan, N.Y.	ATC	176,700	(6/83)
5.	San Antonio, Texas	Rogers Cablesystems	164,531	
6.	West Orange, N.J.	Maclean Hunter	152,148	(7/83)
7.	Wayne, N.J.	UA Cablesystems	124,000	
8.	Cincinnati, Ohio	Warner Amex	110,500	(7/83)
9.	Tulsa, Okla.	United Cable	108,673	
10.	Audubon, N.J.	NYT Cable	105,690	(7/83)
11.	Rochester, N.Y.	ATC	101,775	(6/83)
12.	Erie County, N.Y.	Prime Cable	100,405	(7/83)
13.	San Jose, Calif.	Gill Industries	98,500	
14.	Baltimore County, Md.	Cattec Cablevision	95,159	(9/83)
15.	Austin, Texas	ATC	92,250	(6/83)
16.	Tidewater, Va.	Cox Cable	91,393	(12/82)
17.	Honolulu, Hawaii	ATC	88,325	(6/83)
18.	Central Islip (L.I.), N.Y.	Viacom Cablevision	87,817	(9/83)
19.	Seattle, Wash.	Group W Cable	87,618	(6/83)
20.	Orlando, Fla.[1]	ATC	87,000	(6/83)

Subscriber counts are as of 8/83 unless noted otherwise.
[1] Number is an estimate.
Source: ICR, Cable Information Service—a Titsch Communications division.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, p. 4, 86,88.